CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter will focus on the theoretical framework, the data, the data collection method and the tools of analysis that will be employed in this research.

3.2 Theoretical Framework

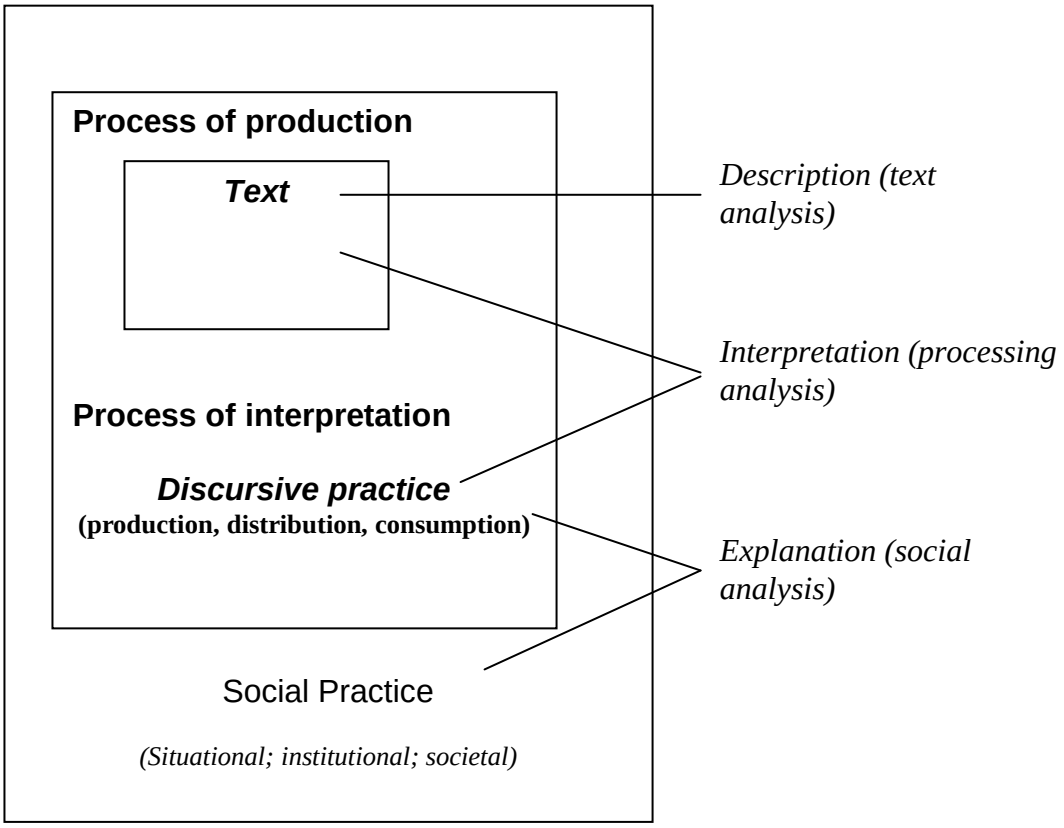
The theoretical framework that will be employed in this study is based on Norman Fairclough's CDA framework (refer to Chapter 2 for a more detailed description). This framework was first coined to investigate the relationship between the use of language and the assertion of power (Fairclough, 2001). Fairclough later used it as a tool to analyze media texts.

Fairclough's theoretical framework is a three dimensional framework that enables analysts to examine the relationships between three facets of a particular communication event. Fairclough's three dimensional framework views discourse and any particular instance of discursive practice as (i) a written or spoken language text, (ii) discourse practice that involves the production and interpretation of text, and (iii) sociocultural practice surrounding the text (Fairclough 1995a: 96-97).

This method of discourse analysis integrates "linguistic *description* of the language text, *interpretation* of the relationship between the (productive and interpretative) discursive processes and the text, and *explanation* of the relationship between the discursive processes and the social processes." (Fairclough 1995a: 97)

Figure 3.1 below is an illustration of the three dimensional framework of CDA. (Fairclough 1995a: 98)

Figure 3.1



In this study, textual analysis will be used to analyze the selected promotional texts in order to explicate how the ideal and non-ideal body image of women are represented. The data for this study is obtained from the local English newspapers (i.e. *the Star* and *the Sun*) between October 2005 and February 2007. The details of the data analysis will be presented in Chapter 4.

3.2.1 Textual Analysis

This study will examine how language is used to construct the body image for women in Malaysia. In Chapter 4, the study will analyze selected data in order to

examine how the texts draw upon the linguistic elements (i.e. lexical choices) to construct the non-ideal and the ideal body image for women in the print advertisements.

3.3 Data Description

3.3.1 Choice of Data

The sample chosen as the data for this research comprises of a corpus of print advertisements published in the local English newspapers i.e.: *The Star* and *the Sun*. *The Star* was first published in 9 September 1971 while *the Sun* was first published in 1993. Both are daily newspapers that carry local and world news that range from politics, economics and entertainment. The readers of *the Star* and *the Sun* newspapers are working class people who are affluent and literate. *The Star* has a daily readership of 1,031,000 (Nielsen Media Research Q4 2007 Jan 2007 - Dec 2007) and has a daily circulation of 302,658 (Audit Bureau of Circulations Malaysia, 1 July 2007 to 31 December 2007). *The Sun* on the other hand has a daily readership of 330,000 (Nelson Media Research Q4 Jan 2007 – Dec 2007) and a daily circulation of 256,486 (Audit Bureau of Circulations Malaysia, 1 July 2007 to 31 December 2007).

The sample data was collected from *the Star* and *the Sun* newspapers between October 2005 and February 2007. A total of 132 print advertisements that feature the products and services offered by slimming centers in Malaysia were collected. The study will focus on 70 advertisements from the collection. (see Appendix 1-20 for some of the advertisements analyzed in this study)

3.3.2 Selection of Data

The Star and *the Sun* newspapers are selected as the primary data because majority of the print advertisements that feature the products and services offered by slimming centers were derived from these publications. The size of the advertisement is not important. The researcher opines that the samples are sufficient because the samples will be examined by using an in-depth and detailed textual analysis method. The hand-picked sampling method is used because such advertisements are not featured in the local newspapers on a daily basis. The researcher observed that these types of advertisements are seasonal. They are widely featured before, during and after the local festive seasons i.e. Hari Raya Aidilfitri (a festival celebrated by the Muslim community), Chinese New Year, Deepavali (a festival celebrated by the Hindu community), Christmas and Valentine's Day.

During the initial search for the data, advertisements ranging from local English dailies (i.e. *the Star, the Sun, the New Straits Times*) to local magazines (i.e. *Female, Her World, Cleo*) to promotional brochures and leaflets were collected. However, at the end of the search, the advertisements compiled from *the Star* and *the Sun* newspapers were chosen as the collection for this data was most complete as compared to the rest.

3.3.3 Data Collection

The data for this study were gathered through manual search by flipping through recent and backdated issues of newspapers, magazines and brochures. Each time a relevant advertisement was identified, the original copy will be extracted. The search was carried out mainly at home and also in the office during lunch breaks.

The next phase of data collection was the identification and indexing of data. The data was categorized according to the various advertisers. This is to facilitate the identification of duplicate advertisements. If an advertisement is found to be duplicated, it will be removed from the file. The data were labeled according to the name of the advertiser. For example, if the advertisement is from *Marie France Bodyline*, it will be labeled using abbreviated code in a running sequence e.g. MF1, MF2, MF3 and so on. The sequence is independent and it does not follow the date of the advertisements. The labeling is to facilitate reference and retrieval of data. After all the advertisements were labeled, a photocopy will be made. The original advertisements were kept aside as control copies in case the duplicate copies are misplaced.

3.3.4 Data Presentation

The data extracts in this study are obtained from *the Star* and *the Sun* newspapers. The data is presented without any alterations made to the text.

In the first section of Chapter 4, the data will be presented in the form of tables to show the frequency counts of words according to the various categories. The quantitative analysis is to give an overview to the readers on the frequency of some lexical items that will be analyzed in the following section of Chapter 4. The quantitative data will be presented in tables and labeled as Table 1, Table 2, Table 3 and so forth. The lexical items will be ranked according to its categories. The lexical items with the highest count in the particular category will be ranked as 1, 2, 3 and so forth. The various categories that will be displayed in the tables are:

(i) Body Parts that are given Special Focus
(ii) Negative Words that Describe the Body
(iii) Positive Words that Describe the Body
(iv) Words with Positive Association

The next section of Chapter 4 will be focusing on descriptive analysis. In this section, the data will be presented in the form of paragraphs labeled as Extract 1, Extract 2, Extract 3 and so forth. The extracts will be made up of paragraphs from different advertisements as well as a list of words and phrases compiled from various advertisements. The paragraphs extracted from different advertisements will be indicated with its abbreviated codes followed by the source and date of publication. For example, a paragraph extracted from *Marie France Bodyline* will be indicated as "(MF8 The Star 26 June 2006)". After displaying several paragraphs obtained from the various advertisements, a list of lexical items in the form of individual words or phrases will be displayed under the subheading "List of Examples". The examples of lexical items under this subheading will be a compilation from various advertisements from the data. It is vital for the researcher to present the data in this manner in order to display the various types of lexical items that are featured in the print advertisements and to facilitate the discussion.

In the discussion paragraphs, words and phrases obtained from the sample extracts will be italicized or framed with single quotation marks (‘ ’) to indicate that they are the exact words taken from the extracts.

3.4 Analytical Systems and Categories

The data will be analyzed according to Fairclough's three dimensional framework. The researcher will be using textual analysis to analyze the data in this study. The analytical systems and categories that will be employed in Chapter 4 will be discussed in the following subsection.

3.4.1 Textual Analysis

3.4.1.1 The Construction of the Ideal Body Image for Women

The tools to analyze the construction of the ideal body image of women in the print advertisements will be lexical choices. The intensity of the lexical items will also be analyzed to demonstrate how the claims by the advertisers can be further authenticated. The lexical items selected for the analysis includes adjectives, adverbs, verbs and nouns. In the lexical analysis, the researcher also looks at how the choice of words used in the data contribute to the ideological construction of women's ideal body image. The study will examine how lexical choices play a vital role in shaping the social reality in the Malaysian society.

The lexical items will be analyzed according to categories such as negative lexicalization, negative labeling, positive lexicalization and positive association. Positive lexicalization enables the researcher to demonstrate how the advertisers employ words with positive connotations to construct the ideal body image for women. On the other hand, the construction of the non-ideal body image will also be revealed by examining the negative lexicalization and negative labeling that are employed by the promotional texts.

Under the subheading of 'positive association', the lexical items will be analyzed in relation to the various qualities and values that the advertisers associate the ideal body image with. It is through the analysis of 'positive association' that the researcher reveals how promotional texts capitalized on the positive values to inject their ideology regarding the ideal body image for women in Malaysia.

3.4.2 Relationship between Social Practice and the Construction of an Ideal Woman's Body Image

The relationship between the social practice and the construction of an ideal woman's body image will be revealed by examining the ideological work of the advertisement and the social practice of the Malaysian society.

The study will also examine how ideology from a patriarchal society becomes "naturalized" or common sense through the choice of words used to describe how an ideal woman should look like. The study will examine how words with ideological meaning contribute towards the production and maintenance of a particular ideology in this society.

By looking at discourse as a social practice, the researcher will examine how discourse constitutes the social practice of the Malaysian society and also how the social practice in this particular society contributes to the construction of reality i.e. the ideal body image for women. The researcher will explicate the connection between the text, the discursive practice and attempt to provide explanation to the research questions that are being identified in Chapter 1.